




SIX

Months
At
Habit
Action



Using our EVIDENCE-BASED design methodology, we design and create amazing workspaces that help BUSINESSES to grow and TEAMS to flourish – with the net result of happiness every time.

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1976 | Started a family carpentry business.

2002 | Entered the interior design & build market.

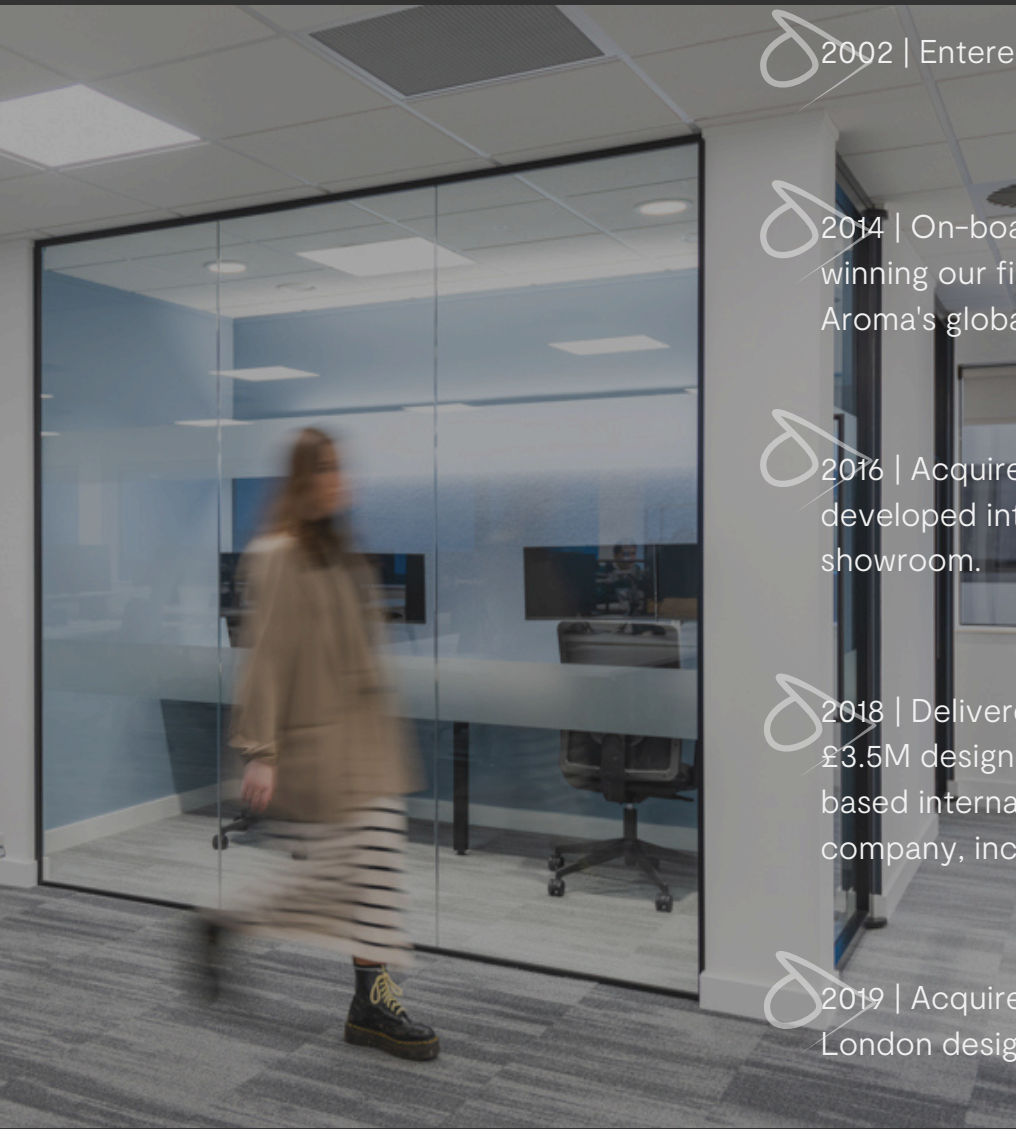
2014 | On-boarded leading in house design talent, winning our first lab space project for CPL Aroma's global HQ.

2016 | Acquired our own HQ asset, now developed into a state-of-the-art office and showroom.

2018 | Delivered our first European project, a £3.5M design & build transformation for NYC based international Flavours & Fragrance company, including lab facilities.

2019 | Acquired Habit Action, establishing a London design workforce and widening team.

2022 | Awarded Atlas Copco CAT A & B £8.5M project in Hertfordshire - completion date November 2023.





Habit Action's future is bright, founded on a strong balance sheet position and a wide network of clients that highly recommend our capabilities and brand, establishing us as a trusted partner for the delivery of commercial office spaces both in the UK and Europe.

Commercial CAT A & B
Design & Build

45+ Years

Section

01

Financial Stability Report

We maintain robust relationships with multiple SMEs, engage specialist consultants, and leverage a network of contractors who share our unwavering commitment to the Habit Action brand. This approach allows us to remain agile in responding to market dynamics while effectively managing fixed overhead costs, ensuring a secure financial trajectory.

£14.5M

Turnover in 2023

£2.8M

Cash Reserves

£1.8M

Freehold HQ Value

£3.1M

Net Equity

£2.75M

Supply Chain Credit

In the fiscal year 2023, Infinity House Group Ltd t/a Habit Action, has witnessed robust financial performance, with EBITDA on track to be £1.8M.

Introduction

Over the past six months at Habit Action, we have gained invaluable experience and insights into the design and build industry, engaging with cutting-edge market trends and innovative projects. In 2024, the industry is marked by a focus on sustainability with eco-friendly materials and energy-efficient systems, integration of technologies like BIM, AI, and IoT for project efficiency, and the rise of modular construction for its cost-effectiveness and speed. Workplace innovation is adapting to hybrid models with flexible and wellness-focused designs, while smart cities integrate digital technologies for better urban planning. Looking ahead, we predict increased use of automation and robotics in construction for enhanced productivity and safety, a shift towards a circular economy emphasizing resource reuse and recycling, and improved virtual collaboration tools. Additionally, there will be resilient design to withstand extreme weather and a growing demand for personalised and customisable design solutions.





Richard Hibbert

Chairman, Habit Action

Since stepping into my new role as chairman, I've embarked on an exhilarating journey, laser-focused on the future of our business. Our recent success highlights the incredible resilience of our people, systems, and structure.

Reflecting on the past six months, two achievements stand out: the launch of our new growth share scheme and our selection as Mixology 2024 project finalist.

The flagship 50,000 sq. ft fitout for Atlas Copco in Hemel Hempstead showcases the latest trends in workplace design and is a strong contender for first place. This project, completed on time, within budget, and with the highest quality finish, exemplifies the excellence for which we are renowned.

Moreover, our bold growth strategy is attracting top talent from our competitors. They see what we're building and want to be part of it. Stay tuned for announcements about our new recruits. We're making waves in the Design and Build sector, and our message is clear: "Habit Action is the place to be!"

The future is not just bright; it's blazing with opportunities. As I've been telling our team, I've never felt more energised and passionate. Let's keep this momentum and make the next 12 months even more extraordinary.

All the best,

A handwritten signature in black ink, appearing to read "Richard Hibbert". The signature is stylized and cursive.

 HABITACTION

 HABITACTION

We are currently working on a number of projects on site. Being involved in the construction of sustainable office spaces, incorporating eco-friendly materials and energy-efficient systems to meet client demands for greener environments. Additionally, we've utilized advanced technologies such as BIM for precise planning and coordination, ensuring seamless project execution.

What's on Site?

Section

02

ESSEX – XRAY

A 59,000 sqft CAT A & B fit-out of a new build in Braintree. The new fit-out will provide state-of-the-art Office, Workshop, Lab and Warehouse space for the business. We have made a strong start on site with electrical and drylining works progressing well. Mechanical works are due to commence imminently with procurement for follow on trades well underway in-line with the construction programme. We are continuing to engage with the client and his team on a multitude of various elements including detail designs and finishes to continue to build on this relationship throughout the course of the project



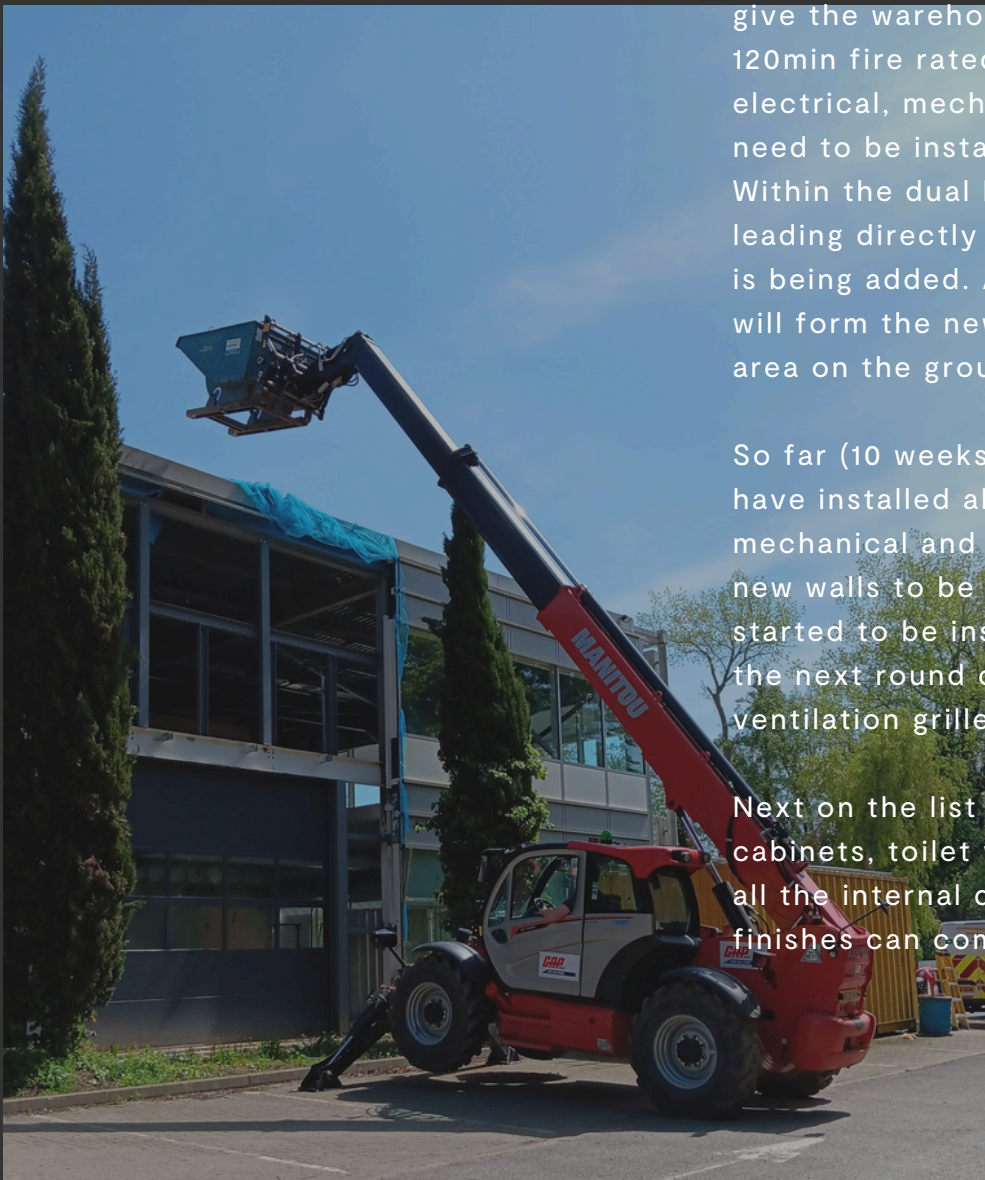
Pod - Trak

16,500 sq ft CAT A & CAT B fit-out in Uxbridge. The new fit-out will provide a new office, workshop and warehouse space for the business.

The building had previously been stripped out back to a shell by Pod-Trak giving us a clean slate to work with. The project started with the installation of a 37x8m compartment wall to give the warehouse and office spaces a clean 120min fire rated separation. Complete new electrical, mechanical and domestic services need to be installed to suit the new layout. Within the dual height atrium a new staircase leading directly up to the 1st floor office space is being added. A mix of retained walls and new will form the new office with an open breakout area on the ground floor leading into the gym.

So far (10 weeks into a 20 week programme) we have installed all the main electrical, mechanical and plumbing services allowing all new walls to be constructed. New ceilings have started to be installed which will then release the next round of works to get lighting / ventilation grilles in place.

Next on the list is to install the new kitchen cabinets, toilet vanity units and begin to hang all the internal doors before floor & wall finishes can complete.



Safestore

Excited to announce that we are close to completing a fantastic project for our long-term partner Safestore. Over the past year, we have worked closely with Safestore to revamp their headquarters located in an iconic Art Deco building. This journey has strengthened our partnership and mutual trust as we collaborated to set and achieve goals for the development of the office space. We take great pride in the fact that Safestore has chosen to work with us, entrusting their business, employees, and comfort to our team at Habit Action.





We have been delighted to welcome more than half a dozen new members to our team this year and we are looking forward to seeing this new growth in people play out in our results at the end of the year. As a fast growing company, keeping our culture consistent is key and we are all about channeling good energy into our projects and throughout our process.

Our People

Section

03

Our New Team Members



Joe Courtney
Senior Pitch Designer

Joe brings to the table a wealth of experience and a knack for transforming ideas into compelling visual narratives. His mastery of design principles coupled with his innovative approach make him an invaluable asset to our team.

Whether it's crafting captivating presentations, refining intricate pitch decks, or conceptualizing groundbreaking visuals, Joe's work speaks volumes about his skill and dedication.



Natalia Temple
Executive Assistant

As the Executive Assistant to the Sales Director, Natalia plays a key role in managing schedules and optimizing operational efficiency.

Her role involves meticulous calendar coordination and targeted content development to enhance brand presence and support broader corporate objectives.



Royce Morton
Business Development

In his capacity as Business Development Executive at Habit Action, Royce strives to provide value to our clients through a profound understanding of our products and services.

Leveraging his extensive network and industry knowledge, he is dedicated to fostering partnerships and delivering optimal solutions that meet the unique needs of our clients.



Cayden Hibbert
Business Development

As a Business Development Executive at Habit Action, Cayden is always striving to provide value to our clients with the help of his extensive knowledge of the industry and network of contacts.

His client-first approach allows him to build strong and long-lasting relationships, working with them to establish creative solutions to their workplace challenges and achieving a perfect workspace - every challenge can always be matched by a creative solution design.

Our New Team Members



Chavi Morton
Precon & Design

With an eye for detail and a passion for innovation, Chavi brings a wealth of expertise to every project. She excels in the early stages of project development, ensuring seamless integration of design concepts with practical construction solutions.

Her role encompasses a wide range of responsibilities, from initial concept design and feasibility studies to detailed planning and project coordination.



Paul Williams
Pre-Contracts

Paul's extensive background in contract management and his in-depth understanding of industry standards allow him to navigate complex legal and commercial landscapes with ease.

He is known for his exceptional ability to foresee potential challenges and implement proactive solutions, which helps in minimizing risks and maximising value for our clients and stakeholders.



Harry Lomas
Business Development

Meet Harry Lomas, our dedicated Business Development Manager. Harry plays a crucial role in the initial phase of our client journey.

As the first point of contact, he excels in making that all-important first call, ensuring clients feel heard and understood from the very beginning. With his keen insight and exceptional communication skills, Harry helps clients articulate their needs and desires, paving the way for tailored solutions.



Reuben Gilmore

Head of Sales, Habit Action

As we reach the midpoint of the year, we are excited to share the incredible progress and accomplishments we have achieved over the past six months. Our commitment to innovation, client satisfaction, and excellence in service delivery has driven significant growth and notable successes, which we are proud to present in this update.

Enhancing Efficiency with HubSpot CRM Implementation

In our ongoing effort to streamline our operations and enhance client interactions, we have successfully implemented the HubSpot Customer Relationship Management (CRM) system. This state-of-the-art platform will enable us to manage client communications more effectively, and provide personalised service to our clients. The integration of HubSpot CRM represents a significant step forward in our commitment to leveraging technology for superior client service and operational efficiency.

Major Contract Wins

We are thrilled to announce the securing of two major contracts, underscoring our reputation for excellence and reliability in the industry:

- **Essex Xray Contract:** Valued at £4.6 million, this prestigious contract with Essex Xray marks a significant milestone for our company.
- **Pod-Trak Contract:** We are equally excited about our new partnership with Pod-Trak, with a contract valued at £2.3 million.

As we continue to build on our successes, we remain focused on innovation, client satisfaction, and operational excellence. The achievements of the past six months are a strong foundation for even greater accomplishments in the future. We are grateful for the continued support and trust of our clients, partners, and team members, and we look forward to sharing more exciting updates in the months to come.

Thank you for being a part of our journey. Together, we are shaping a promising future.



We were honored at the Mixology Awards, where our projects received recognition for outstanding design and build quality. Additionally, we hosted a successful partnership event with Vpod, focusing on the latest advancements in smart building solutions and enhancing workplace culture. Our presence at Clerkenwell Design Week allowed us to connect with peers, share insights, and stay at the forefront of design trends.

Our Events

Section

04

MIXOLOGY

BEST DESIGN & BUILD PROJECT AWARD

The Mixology Awards, an annual celebration of the finest achievements in commercial interior design, is gearing up for its 2024 edition. In the vibrant heart of London, this prestigious event brought together the industry's top professionals, designers, and innovators. It was an evening of networking, recognition, and inspiration.

We are thrilled to announce that our Atlas Copco Group project has been selected as a finalist for the 2024 Mixology Awards.

As finalists, we were honoured to attend the Mixology awards, even though we didn't win, it was great to network with our competition and see the latest industry trends, and catch up with old friends!



HABIT ACTION X V-POD

HOW TO DRIVE IMPROVED PEOPLE PERFORMANCE IN AN EVER-CHANGING WORKSPACE

This exclusive event brought together some of the leading names in workspace innovation. We discussed how technology innovations are driving smarter working by removing barriers to productivity, enabling more flexible, agile working, and harnessing the user experience to create a more engaging workspace where people can thrive.

We explored the following topics:

- + What defines a high-performing workspace?
- + The importance of visitor and employee experience.
- + The need for more agile and flexible workspaces.
- + The importance of workspace technology in enabling agile and hybrid working.
- + The link between engaging workspaces and talent attraction and retention.
- + The latest trends and innovations revolutionising the workspace experience.



CLERKENWELL DESIGN WEEK

DESIGN. DESIGNERS. DESIGNING.

Attending Clerkenwell Design Week was an inspiring experience for our team at Habit Action. The event provided a fantastic opportunity to connect with industry peers, explore the latest design trends, and gain fresh insights into innovative practices.

Engaging with leading designers and participating in various workshops and exhibitions has enriched our perspective and reinforced our commitment to staying at the forefront of design excellence.

We picked up on key industry trends such as the growing emphasis on sustainable and eco-friendly materials, the integration of smart technology in design, and the increasing demand for flexible, adaptive workspaces.



Our latest projects at Habit Action showcase versatility and expertise. For Atlas Copco Group, we created a sustainable, employee-focused office with energy-efficient systems. Our project with Shoal Group delivered a dynamic, collaborative workspace designed to foster innovation. At the Institute of Cancer Research, we built a state-of-the-art facilities to support cutting-edge scientific work.

Our Latest Projects

Section

05



Institute of Cancer Research

New Renovated CAT B London HQ

📍 South Kensington, London

🏠 5,000 sq ft

🕒 5 months





Shoal Group

New Headquarters Designed for Future Growth and Sustainability

📍 Luton

🏠 85,000 sq ft

🕒 6 months





Atlas Copco

BREEAM accredited HQ transformation for global industrial equipment supplier firm

📍 Hemel Hempstead

🏠 55,000 sq ft

📅 12 months



“Key for our business is minimising business disruption and Habit Action have proved they understand this. When looking for a partner for this major project of bringing two businesses into one facility under the Shoal Group banner, Habit Action was top of the list of who we would approach to tender for the work. Whilst costs will always be at the forefront of any decision, delivering on time and in budget were equally as important and Habit Action had a proven track record of this. Murray has been through each of those fitouts with us and the current major project so we knew exactly what the outcome would be.”

- Leonie Pannell
Group Commercial & Finance Director | Shoal Group

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 **HABITACTION**